**Initial Contact Email Template**

1. **Choose your preferred subject line below,**

Subject Line: Help your employees become better communicators and leaders

Subject Line: Affordable communication and leadership training for employees

Subject Line: Why Fortune 500 companies choose Toastmasters training

1. **Email body** – Personalize it by replacing the highlighted text

Dear [Name],

Did you know that Apple, Bank of America, The Coca-Cola Company and other industry leaders offer Toastmasters communication and leadership development on site? In fact, nearly one-third of all Fortune 500 companies sponsor clubs to help their employees become better communicators and leaders. They provide this invaluable benefit because it’s easy, cost-effective and efficient.

Toastmasters communication and leadership training teaches employees how to:

* Conduct effective meetings
* Practice time management
* Enhance their listening skills
* Sharpen their presentation skills
* Boost team collaboration
* Guide successful teams

“Providing extensive learning and development programs and resources is a top priority at our company, and Toastmasters is a key partner in achieving that goal,” says Chris Payton, Enterprise Learning and Leadership Development Delivery Executive at Bank of America. “Our more than 60 Bank of America Toastmasters clubs provide ongoing development opportunities for employees, enhancing leadership and communication skills that are critical to our success.”

To learn more about how you can give your employees growth opportunities that will benefit your organization, please contact me or visit our website. I look forward to speaking with you.

Best Regards,

[Name]

[District Number][Toastmasters Title]

[Phone Number]

[Email Address]